Trade and Commerce, Production, Supply and Distribution) Bill, 2003', which is already under consideration of the Parliament.

WHO Survey on smoking in films

*614. SHRI RAMA MUNI REDDY SIRIGIREDDY: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that the recent World Health Organisation (WHO) survey on about 400 Hindi, Tamil and Telugu films revealed that instances of smoking in films have gone up from 22 per cent to 53 per cent in the last ten years *i.e* from 1991 to2002;

(b) if so, the details of the survey; and

(c) the steps Government are taking to reduce smoking habit in the country?

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRIMATI SUSHMA SWARAJ): (a) to (c) According to survey commissioned by WHO, 76% of the films studied portrayed tobacco consumption. Smoking incidence amongst lead actors has risen sharply from 22% in 1991 to 53% in 2002. The survey analyzed the portrayal of tobacco in Indian cinema and the impact it has on the youth audiences. It reported that there has been a meteoric rise in the incidence of smoking in Indian films over the last decade and this has resulted in the youth having a more positive attitude towards smoking. The findings of the study called for a multi-sectoral approach to reduce smoking portrayal in films and all other electronic media that reaches the youth not only in India but the entire South East Asia region.

Apart from several other legislative and administrative steps taken by the Government, a comprehensive bill to discourage consumption of tobacco products has been passed by the Parliament on the 30th of April, 2003. The Bill, *inter-alia,* contained provisions prohibiting smoking in public places, a total prohibition on all forms of direct and indirect advertising, prohibition on sales to minors and prohibition on sale of tobacco products within a radius of 100 yards of educational institutions. It also contains provisions for more explicit warnings including pictorial warnings.

The World Health Organization has announced "Tabacco Free Films and Fashion" as the theme for observance of World No Tobacco Day on 31 st May, 2003. The Government will also be utilizing this opportunity to highlight the ill effects of tobacco and advocate the elimination of portrayal of use of tobacco in films.